

## CONFERENCE INTRODUCTION

The capabilities of our nation's Special Operations Forces are continuously evolving with today's ever-changing irregular warfare environment.

Getting the right capabilities at the right price and the right time to the Special Operations Operator is paramount to the success of the warfighter. USSOCOM is focused on accelerating the force by improving the command's acquisition agility and responsiveness; advancing science and technology development; developing, acquiring, and supporting USSOF specific equipment, materials, supplies, facilities, and services; and coordinating with and advocating for the Services' procurement and sustainment.

This year's Special Operations Forces Industry Conference (SOFIC) & Exhibition will address business, leadership and acquisition challenges, opportunities, and initiatives the Special Operations Command is leading to ensure acquisition remains at the forefront of accelerating solutions to the Special Operations Forces.

## SENIOR INDUSTRY EXECUTIVE FORUM

Industry participation is requested for a Senior Industry Executive Forum during SOFIC. The Forum will occur on Wednesday, June 16, 2010, 9:00am - 11:30am. Participation is limited to two Executive members from each company, and they must carry the title of Chief Executive Officer (CEO), Chief Operating Officer (COO), or President. Registration information is available on the event website: <http://www.ndia.org/meetings/0890>.

## MONDAY, JUNE 14, 2010

8:00am – 5:00pm	Exhibitor Setup
12:00pm – 5:00pm	Conference Registration
12:00pm – 5:00pm	Golf Tournament

## TUESDAY, JUNE 15, 2010

### SMALL BUSINESS SESSION

7:00am – 4:30pm	Registration
7:00am – 8:00am	Continental Breakfast
8:00am – 8:15am	<b>SOFIC Small Business Program Introduction/NDIA Introduction</b> <ul style="list-style-type: none"><li>• Mr. Anthony Gray, President, NDIA Tampa Bay Chapter</li><li>• MG Barry D. Bates, USA (Ret), VP Operations, NDIA</li></ul>
8:15am – 8:45am	<b>USSOCOM Small Business Programs</b> <ul style="list-style-type: none"><li>• Mr. Christopher Harrington, Director, Small Business Programs, OSBP, HQ USSOCOM</li></ul>
8:45am – 9:15am	<b>USSOCOM Industry Interface and Outreach</b> <ul style="list-style-type: none"><li>• Ms. Kelly Stratton-Feix, Technical Industry Liaison Office (TILO), HQ USSOCOM</li></ul>
9:15am – 10:00am	<b>USSOCOM Government Assistance Panel</b> <ul style="list-style-type: none"><li>• Chair: Mr. John Bowen, NDIA Tampa Bay Chapter</li><li>• Ms. Kelly Stratton-Feix, Technical Industry Liaison Office (TILO), HQ USSOCOM</li><li>• Mr. Chris Harrington, OSBP, HQ USSOCOM</li><li>• Mr. Shawn Patterson, SBIR, HQ USSOCOM</li><li>• Mr. Walter Wallace, SBA, Orlando</li><li>• Mr. John Lyle, Deputy Director, Procurement, HQ USSOCOM</li></ul>
10:00am – 4:30pm	Exhibit Hall Open
10:00am – 10:30am	Networking Break in Exhibit Hall
10:30am – 11:15am	<b>Small Business Success Story</b> <ul style="list-style-type: none"><li>• Mr. Greg Celestan, CEO, Celestar Corporation</li></ul>
11:15am – 12:15pm	<b>Large Business Partnering</b> <ul style="list-style-type: none"><li>• Mr. Wayne Pizer, Vice-President, Small Business Programs, L-3 Communications</li><li>• Mr. Bruce Simpson, Director, COCOM Support Programs, SRA</li></ul>
12:15pm – 1:30pm	Lunch on Own

### SOFIC 2010 CONFERENCE

1:30pm – 1:45pm	<b>Welcome Remarks</b> <ul style="list-style-type: none"><li>• MG Barry D. Bates, USA (Ret), VP Operations, NDIA</li></ul>
1:45pm – 2:00pm	<b>Welcome Remarks</b> <ul style="list-style-type: none"><li>• ADM Eric T. Olson, USN, Commander, HQ USSOCOM</li></ul>
2:00pm – 3:00pm	<b>Keynote Address</b> <ul style="list-style-type: none"><li>• Mr. James Cluck, Acquisition Executive, HQ USSOCOM</li></ul>
3:00pm – 3:30pm	Networking Break in Exhibit Hall

3:30pm – 4:15pm	Joint Acquisition Task Force • <i>Mr. James Geurts, Deputy Director-Acquisition, HQ USSOCOM</i>
4:30pm	Exhibit Hall Closed
6:30pm – 8:00pm	Reception – <i>Marriott Waterside</i>

## WEDNESDAY, JUNE 16, 2010

7:00am – 4:30pm	Registration
7:00am – 8:00am	Continental Breakfast
8:00am – 8:15am	Welcome & Administrative Remarks • <i>MG Barry D. Bates, USA (Ret), VP Operations, NDIA</i>
8:15am – 9:00am	PEO Fixed Wing Panel • <i>Col Duke Richardson, USAF, PEO Fixed Wing, HQ USSOCOM</i> • <i>Lt Col Eric Forsyth, USAF, PM SOF C-130s, HQ USSOCOM</i> • <i>Maj William Blauser, USAF, PM Precision Strike Systems, HQ USSOCOM</i> • <i>Ms. Margaret McCaskey, PM UAS, HQ USSOCOM</i> • <i>Mr. Daniel Carroll, PM Mission Systems, HQ USSOCOM</i>
9:00am – 4:00pm	Exhibit Hall Open
9:00am – 10:00am	PEO Rotary Wing Panel • <i>COL Christopher Miller, USA, PEO Rotary Wing, HQ USSOCOM</i> • <i>Mr. Don Reedy, PM MH-47/MH-6, HQ USSOCOM</i> • <i>LTC Marcus Varnadore, USA, PM MH-60 &amp; APM Weapons, HQ USSOCOM</i> • <i>Mr. Brett Kennedy, PM ASE, HQ USSOCOM</i> • <i>MAJ Kent Guffy, USA, PM A-160, HQ USSOCOM</i> • <i>Mr. Eugene Buckner, Systems Engineer, HQ USSOCOM</i>
10:00am – 10:30am	Networking Break in Exhibit Hall
10:30am – 11:30am	PEO SOF Warrior Panel • <i>COL James Smith, USA, PEO SOF Warrior, HQ USSOCOM</i> • <i>LtCol Rene Holmes, USMC, PM FOSV, HQ USSOCOM</i> • <i>Mr. James Pettigrew, APEO Ammo, HQ USSOCOM</i> • <i>Mr. Nyle Wilcocks, APEO Weapons/VAS/Laser, HQ USSOCOM</i>
11:30am – 1:00pm	Lunch with Guest Speaker – <i>Marriott Waterside</i> • <i>Dr. Robert G. Spulak, Sandia National Laboratories</i>
1:00pm – 2:00pm	PEO Maritime Systems Panel • <i>CAPT Rich Blank, USN, PEO Maritime, HQ USSOCOM</i> • <i>CDR Steve Rutherford, USN, PM Combatant Craft, HQ USSOCOM</i> • <i>CAPT Rich Loth, USN, PM Combatant Craft Med, MK-1, HQ USSOCOM</i>
2:00pm – 2:30pm	Networking Break in Exhibit Hall
2:30pm – 3:30pm	JSOC Presentation
4:00pm	Exhibit Hall Closed
6:30pm – 10:00pm	SOFIC Gala Dinner – <i>Marriott Waterside</i> • <i>The Honorable Dr. Ashton B. Carter, Under Secretary of Defense for Acquisition, Technology &amp; Logistics</i>

## LODGING

Room blocks have been reserved at the below Tampa hotels. To make your reservation, please call the hotel directly. In order to ensure the discounted NDIA rate, you must make your reservation early and ask for the “SOFIC 2010 (Special Operations Forces Industry Conference 2010)” room block.

*Please note: The government per diem rate is available only to active duty or civilian government employees. ID will be required upon check-in. Retired military ID's do not qualify.*

### MARRIOTT WATERSIDE HOTEL

700 South Florida Avenue  
Tampa, FL 33602  
(813) 221-4900

*Government Rate of \$104.00 S/D*  
*Industry Rate of \$159.00 S/D*

### EMBASSY SUITES TAMPA

513 South Florida Avenue  
Tampa, FL 33602  
(813) 769-8300

*Government Rate of \$104.00 S/D*  
*Industry Rate of \$159.00 S, \$169.00 D*

### HYATT REGENCY HOTEL

211 North Tampa Street  
Tampa, FL 33602  
(813) 225-1234

*Government Rate of \$104.00 S/D*  
*Industry Rate of \$165.00 S/D*

### SHERATON RIVERWALK HOTEL

200 N. Ashley Drive  
Tampa, FL 33602  
(813) 223-2222

*Government Rate of \$104.00 S/D*  
*Industry Rate of \$149.00 S/D*

### THE WESTIN HOTEL

725 South Harbour Island  
Tampa, FL 33602  
(813) 229-5000

*Government Rate of \$104.00 S/D*  
*Industry Rate of \$159.00 S/D*

THURSDAY, JUNE 17, 2010

**LOCATION**

Tampa Convention Center  
333 S. Franklin Street  
Tampa, FL 33602  
(813) 274-8511

**NDIA POC**

Meredith Geary, CMP  
mgeary@ndia.org  
(703) 247-9476

**EXHIBIT POC**

Misty Sutherland  
msutherland@ndia.org  
(256) 302-4180

**LODGING POC**

Pat Sutherland  
psutherland@ndia.org  
(386) 626-5061

**SPONSORSHIP POC**

Alden Davidson, CEM  
adavidson@ndia.org  
(703) 247-2582

**MEETING WEBSITE**

<http://www.ndia.org/meetings/0890>

**EXHIBIT WEBSITE**

<http://www.ndia.org/exhibits/0890>

7:00am – 4:15pm	Registration
7:00am – 8:00am	Continental Breakfast
8:00am – 8:15am	Administrative Remarks <ul style="list-style-type: none"><li>• MG Barry D. Bates, USA (Ret), VP Operations, NDIA</li></ul>
8:15am – 9:00am	USSOCOM Science & Technology Panel <ul style="list-style-type: none"><li>• Mr. William Shepard, S&amp;T Advisor, HQ USSOCOM</li><li>• Mr. Howard Strahan, Chief, Applied Research, HQ USSOCOM</li><li>• Mr. Shawn Martin, Chief, Technology Development, HQ USSOCOM</li><li>• Mr. Bill Hellemn, Chief, Technology Demonstrations &amp; Experimentation, HQ USSOCOM</li><li>• LtCol John Coglianese, USMC, Chief, Technology Exploitation, HQ USSOCOM</li></ul>
9:00am – 10:00am	SOF Operator Vignettes <ul style="list-style-type: none"><li>• U.S. Air Force Special Operations Command</li><li>• U.S. Marine Corps Forces Special Operations Command</li></ul> <p>Component Command Representatives will share operational vignettes drawn from recent in-the-field experiences with the intent of providing attendees unclassified feedback regarding existing operational equipment/systems capabilities/performance, desired enhancements and capability gaps.</p>
9:00am – 3:00pm	Exhibit Hall Open
10:00am – 10:30am	Networking Break in Exhibit Hall
10:30am – 11:30am	SOF Operator Vignettes (Cont.) <ul style="list-style-type: none"><li>• U.S. Navy Special Warfare Command</li><li>• U.S. Army Special Operations Command</li></ul>
11:30am – 1:00pm	Lunch with Guest Speaker – <i>Marriott Waterside</i> <ul style="list-style-type: none"><li>• Mr. Shay Assad, Director, Defense Procurement &amp; Acquisition Policy, OUSD(AT&amp;L)</li></ul>
1:00pm – 2:00pm	Contracting Panel <ul style="list-style-type: none"><li>• Col John Cannaday, USAF, Director of Procurement, HQ USSOCOM</li><li>• Mr. Greg Sharp, Attorney, HQ USSOCOM</li><li>• Col Brett McMullen, USAF, Chief, Mission Support, HQ USSOCOM</li><li>• Mr. Craig Bowers, Contracting Officer, HQ USSOCOM</li><li>• Mr. Kevin Jans, Contracting Officer, HQ USSOCOM</li><li>• Ms. Karen Fredrickson, Contracting Officer, HQ USSOCOM</li></ul>
2:00pm – 2:30pm	Networking Break in Exhibit Hall
2:30pm – 4:00pm	Surveillance Reconnaissance/Surveillance Exploitation and Direct Reporting Program Managers Panel <ul style="list-style-type: none"><li>• Mr. Douglas Richardson, PEO SRSE, HQ USSOCOM</li><li>• MAJ Michael Burks, USA, PM, Special Reconnaissance, Surveillance &amp; Exploitation, HQ USSOCOM</li><li>• Ms. Val Shuey, PM, Intelligence, HQ USSOCOM</li><li>• Mr. Anthony Davis, PM, Command, Control, Communications &amp; Computers, HQ USSOCOM</li></ul>
3:00pm	Exhibit Hall Closed
4:00pm	Closing Remarks